

Abstract of the Disclosure

When a caller calls a called party through an information assistance system, the caller is afforded an option to leave a message for the called party in the event that the call cannot be successfully completed. The system creates a data file associated with the message which contains, among others, the caller's and called party's telephone numbers. The system then establishes from time to time a first connection to the called party's number to attempt to deliver the message thereto. When the called party receives the message through the first connection, in accordance with the invention, the called party is afforded an option to call the caller back, without first terminating the first connection. Once the called party selects the option, e.g., by pressing a predetermined key on the keypad, in response the system establishes a second connection to the caller's number, which is stored in the associated data file. The system then bridges the first connection to the second connection, thereby connecting the called party to the caller.